

THE

QUILL

A MAGAZINE FOR JOURNALISTS



June, 1952

PORTRAIT OF A REPORTER ON FLOOD DUTY

Fred Caswell of the Council Bluffs (Iowa) Nonpareil finishes off a story very early in the morning of another long day. See page 11.

30 Cents

16,500 DRY HOLES

Oilmen Work Against Big Odds to Find Record Amount of New Oil For You

The search for oil is a risky business. To meet the greatest need in history, U. S. oilmen last year expended over two billion dollars in drilling for new oil supplies.

Much of this huge sum was lost in 16,500 costly dry holes. But by drilling thousands of wells to expand known fields and by drilling exploratory wells in entirely new areas, a record amount of new oil was found to assure your future needs.

Finding oil is only part of what it takes to keep your family car rolling and to fill other record demands for fuels and lubricants. Year after year, U. S. oilmen plow back into their businesses over fifty cents out of every dollar earned.

In 1951 this plowing back of earnings was biggest in history. It helped set new crude oil supply records. It also added new refinery capacity, miles of new pipelines—tankers, tank-cars, barges and tank-trucks, new research facilities, millions of gallons of additional storage space as well as thousands of new and improved service stations.

It is only by planning ahead, by taking risks and plowing back earnings, that America's thousands of privately-managed oil businesses are able to provide you with the finest oil products at the world's lowest prices.

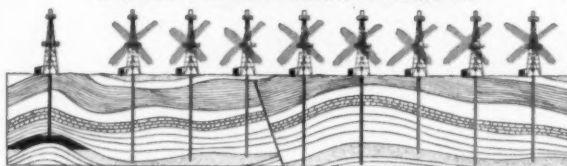
Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N.Y.



OIL WELL? MAYBE. No one knows the answer. The only sure way to find out is by drilling. If the well turns out to be a dry hole, the operator will have lost his

investment. Even a well that starts to produce doesn't always pay out. In spite of risks involved, U. S. oilmen last year found greatest volume of oil in history.

HERE ARE THE ODDS AGAINST FINDING OIL*



Odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Of the 6,189 new field exploratory wells drilled last year, 5,505 were dry holes. The remaining 11,000 dry holes were drilled in or near known oil producing areas. **Odds are even greater against finding a big producing area...**



Chances against bringing in an oil field yielding over one million barrels are 43-1. Recovering this million barrels takes many additional wells. Yet a million barrels is only



enough oil to fill U.S. needs for 4 hours. Odds against finding a field that will yield over 50 million barrels—enough to supply U. S. for 8 days—are a staggering 966 to 1.

*From "Exploratory Drilling in 1951" by Frederic H. Lahee, Bulletin of the American Association of Petroleum Geologists, Volume 36, to be released June, 1952.

Bylines in This Issue

THE free nations are fighting the true revolution, as they have always done, but we have in many respects failed to tell our story to the peoples of the world, **Erwin D. Canham** believes. As a result, the false revolution of totalitarianism has undermined free people's belief in their own institutions, including the press.

The editor of the *Christian Science Monitor* urges newspapers both to perform their duty even more effectively and to defend their right to do so on behalf of the people to whom the freedom really belongs. "How a Free Press Can Help Freedom Survive" (page 5) is condensed from a talk he gave at the annual William Allen White memorial address at the University of Kansas. The *QUILL* is happy to publish this article by a newspaperman who is one of the ablest spokesmen for journalism.

A graduate of Bates College in his native Maine, "Spike" Canham went on to Oxford University as a Rhodes Scholar and became a reporter and a foreign correspondent for the *Monitor*. He was chief of his paper's Washington bureau for most of the 1930's. He covered sessions of the League of Nations at Geneva and many other major assignments before becoming general news editor of the *Monitor* in 1939 and managing editor in 1941.

He has been editor since 1944, but an editorial desk has not kept him from continuing as one of the *Monitor's* star reporters. In recent years he has circled the globe to interview such postwar figures as British Prime Minister Clement Attlee, Generalissimo Chiang Kai-shek and others. He also found time to serve his country as a delegate to the United Nations conference on Freedom of Information at Geneva and as a member of the national commission on UNESCO.

His services as a newspaperman have brought him such honors as the presidency of the American Society of Newspaper Editors and election as a Fellow of Sigma Delta Chi, professional journalistic fraternity.

EVER since Estes Kefauver's senatorial crime inquiry scored one of television's biggest hits, a controversy has simmered over the impact of this powerful new medium on public and cast of characters alike. Does it invade privacy in legislative hearings? If taken into courtrooms, would it bring a head-on conflict between First and Sixth amendments? The issue was brought to a head recently

when Speaker Rayburn ruled both cameras and recording tapes out of House committee hearings.

Theodore F. Koop, director of CBS radio news and public affairs in Washington, pleads an eloquent case for radio and television in "Equal Rights—For Press, Radio and T-V" (page 8). As a long time newspaper and magazine writer and editor with a wartime stint of government service, Ted Koop is well equipped to discuss a controversial subject.

A graduate of the State University of Iowa, Ted joined the *Associated Press* in 1928 and spent thirteen years with the *AP*, in Des Moines and New Haven, as city editor in New York and news editor in Washington.

He joined the National Geographic Society staff in 1941 and left later in the same year to become special assistant to Byron Price, director of censorship. He became assistant director in 1945, and deputy director before returning to the *Geographic* in 1946. He joined CBS in 1948.

Ted is the author of "Weapon of Silence," a book on censorship published in 1946, and contributed a chapter to "Dateline: Washington" in 1949. He was the first radio newsman elected a governor of the National Press Club and is now vice-president of the club's board of governors.

THERE are innumerable armed services publications, ranging from post, base and shipboard news sheets to newspapers like the *Stars and Stripes* and technical journals for the specialized branches of the military. *All Hands*, a monthly news magazine, is one of the giants among them because it is printed for the entire Navy and Marine Corps of all ranks.



ARTHUR MILLER

Arthur P. Miller Jr., author of "The Whole Navy Reads 'All Hands'" (page 6), is now copy editor on the mixed naval and civilian staff of the magazine. He reports that going to work on a magazine published by the government after a stint on a commercial newspaper is not so big a change as one might think. There are still deadlines—and rules of writing.

Miller attended Pennsylvania State College under the Navy's V-12 program, went on to the midshipman's school at Columbia University and radar school in Florida before serving as a radar officer on a troop transport in the war. After service, he returned to take a degree in journalism at Penn State and a master's degree in public law at Columbia.

He reported for the *Chester (Pa.) Times* and the *McKeesport (Pa.) Daily News* before joining the staff of *All Hands* as a staff writer in 1949. He has been copy editor for two years. He has had free-lance articles published in *Popular Science*, *Catholic Digest*, *Magazine Digest* and other magazines.

WHEN the Missouri River rolled down on Council Bluffs, Iowa, the ten-man staff of the *Nonpareil* went to work around the clock. They were busy at the levees, in and over the flooded lands in their circulation territory, in newsroom and dark room.

It was a week-long siege and when it was over **Fred J. Casotti**, young sports reporter-photographer drafted as general reporter, wrote "They Licked the Missouri" (page 11). And they did. Council Bluffs' levees turned back the river and the *Nonpareil* did a job of coverage of which its staff is justly proud. Fred writes:

"In the past two weeks I have taken pictures, developed film, loaded holders, made prints, operated the Fairchild engraver, written news, features and sports stories, written headlines, edited copy, cleaned up coffee cups and cigaret butts from the newsroom, trimmed engravings, written cutlines."

The threat of the Missouri to Council Bluffs was more than an engrossing news story to the staff of the *Nonpareil*. Fred, for example, has a home in the most threatened western section of the city. If the levee had broken it would have gone. He evacuated his wife and two small children to the home of her parents in Boone, Iowa, and slept and ate with various friends. He writes further:

"I stripped the house and took all our belongings to another staff member's garage on the highest hill in town. I took out everything—furnace, water heater, pictures on the walls, light fixtures."

Fred, a 28-year-old graduate of the University of Colorado's school of journalism ('49), came to the *Nonpareil* staff from college. His appearance on the cover of this issue, incidentally, was not posed. A friend caught it while he was finishing a story at 3:30 a. m. Saturday morning, April 19. The debris on his desk was not props.

THE QUILL

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From and to Quill Readers

WHEN The QUILL began printing a monthly column of letters to the editor, I had hopes of stirring controversy not only over actual content of the magazine but on journalistic matters generally. To some extent the first hope has been realized; the second, very little. For this one issue I should like to use this space both as a special "From Quill Readers" and "To Quill Readers" in order to quote and answer some unprinted letter writers.

The editors of The QUILL and its business manager receive a number of letters that are not intended for publication but offer useful clues in the better conduct of the magazine. We get some whose complaints are both trivial and unanswerable. Among these are the triumphant notes to let us know that there were typographical errors on pages 9 and 13 of the last number.

"Typos" make me as unhappy as the next man but I have never heard of any way to prevent them. Neither have the biggest, slickest, most expensively staffed publications in business. Much worse are the errors of fact in which an editor, despite care in writing and proof-reading, runs a red light. A Chicago managing editor, years ago, used to call these "blind spots."

I suffered a humiliating blind spot in the May issue when I referred, in a cover caption and a biographical sketch, to Kansas as Gen. Eisenhower's native state. The fact that stories about the general are studded with such references as "Kansas farm boy" offers no excuse. He was born and lived briefly in Texas and "native" has only one meaning. I can only apologize to Texas.

A PERPLEXING type of letter is the one which meanders toward a blanket indictment of certain content but fails ever to become specific. I have one in hand as I write. It contains some valued general criticism and some appreciated praise but I wish its writer had named actual articles and contributors. He writes:

"What disturbs me is the appearance of several articles in the past two years that purport to be the voice of authority and yet are based on foundations so slim I can puff them away without even puckering up. . . . Let me explain that I have no objection to a man presenting his personal opinion . . . but I do object strenuously to a man presenting what he wants me to believe is a straight factual article when it is loaded with pure opinion, insufficient study, a disregard of the other side, inadequate research and twisted facts. . . ."

He appears especially concerned about what he considers a lack of formal research. Inasmuch as he makes no definite accusations on this count, I am left in some

apprehension. I might be guilty myself, for in recent years I have contributed several articles of my own.

One was on varotyping a newspaper, during the long Chicago printers' strike, and the other concerned (of all things to enter this particular discussion) letters to the editor. I fear I did little research, as our correspondent evidently defines the term, on either.

I wrote the varitype piece after wearing out shoe-leather for twenty-two months making up a newspaper in what was probably the single most grueling test of this hot type substitute. I arrived at no formulas, no graphs or tables, no footnotes. I simply told what it was like to varitype a newspaper. All I knew about it was what I had learned by doing it.

Later I did some speculating on who writes letters to a newspaper and why. Again my research was elementary. I estimated the average number of letters received daily by my newspaper and the average number of these published. I knew how long I had handled our letters. So I did a little multiplication which told me that I had received approximately 6,000 letters and used some 1,200. I had also, during this period, read Vox Pop columns in other newspapers.

I wanted special illustration for the article so I went out in Chicago's Loop and bought a score of different newspapers from Boston to San Francisco. I clipped out their various headings—"Letters to the Editor," "Voice of the People" etc.—and with the help of an artist friend pasted up a layout of them. The engraver mislaid this work of art and I had to go out and buy another batch of papers and do it all over again. While I was at it, I read all these letters, too.

That was the extent of my research. All I knew about letters to the editor was what I had learned from reading 6,000 of them and editing 1,200 of these for actual use. (This knowledge was reinforced by a great many telephone calls and some highly personal visits from their authors.) As material for a thesis, it probably would never win me a degree.

I HAVE every respect for the more scholarly approach to many journalistic topics. The QUILL welcomes such articles. But a great deal of the art of journalism is not of the sort that can be measured, tabulated and proved in any way except by experience and instinct.

Our correspondent suggests that each contributor submit with his article a memorandum of the research he has done in preparing it. In a very real sense each contributor does this. It appears each month in "Bylines in This Issue." Each "Byline" tells what the contributor has done as a journalist and what he is doing now.

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Democracy has been put on the defensive by old tyrannies disguised as new ideologies. The newspaper, like other agencies of a free society, faces a crisis in confidence in liberty. A noted editor tells

How a Free Press Can Help Freedom Survive

By ERWIN D. CANHAM

EVERYWHERE in the world today, in some way or other, freedom is in danger. And everywhere in the world freedom of the press, which is a right of the people and not of the press, is also in danger. These dangers, it seems to me, spring from three causes:

Our failure to make clear to enough people the importance to them, in their daily lives, of the instruments of freedom.

The efforts of power-hungry men and regimes to destroy freedom.

The gap between our words and our deeds, the need for doing our job—as the agents of the people—more effectively and responsibly.

In short, freedom itself is in the midst of a crisis of confidence and of understanding. In this crisis the press is in the same boat with all the other institutions of freedom. We all need to undertake positive efforts to make clear to the people the importance to them of the institutions we represent. We all need to serve them ever more adequately.

What has brought about this crisis of confidence? In the case of the free press, and in the case of free institutions, I believe it is because the conditions under which we operate expose us to wide public misunderstanding and unpopularity. Actually conditions of the press—as of free institutions—have changed remarkably for the better, but we have failed to make the fact adequately known to the people either here or elsewhere. We are often attacked for changes which are really improvements.

Newspapering in this country has been revolutionized in the last half-century. Changing newspaper economic conditions have resulted in a decline in apparent competition in a vast majority of American communities. For this we are roundly accused of conspiratorial monopoly. And indeed, from some points of view, the situation is deplorable.

But what is not usually recalled is

the fact that during the same period, the service of American newspapers to their readers has become much more effective. The news-objectivity of American newspapers, with only a few exceptions, has greatly increased. The typical 19th-century newspaper was violently non-objective.

The modern American newspaper has ceased to be the projection of the set of prejudices of a single group of readers. A few decades ago, the average American newspaper was read by a like-minded group of readers. It naturally fitted in with their preferences and prejudices. If it didn't suit them, there was always another paper.

NOW which is better: a larger number of newspapers in each of which there is news distortion and prejudice—a multiplicity of error—or a smaller number of newspapers in which an ever-increasing standard of news-objectivity is maintained?

In these days the newspaper which must serve the largest possible number of people in the community does not particularly suit the prejudices of any single segment of them. Hence it is not particularly popular, and it may have to run the barrage of criticism of the entire community.

But the external criticism which it meets can be a very useful disciplinary and muscle-toning influence. We need and can profit by criticism, so long as our response to it is vigorous and constructive. But we should not permit criticism to mount to the pitch where it destroys public confidence. We can meet it only with the facts.

Even such basic guarantees as the First Amendment to the Constitution would not be worth the paper they are written on without public understanding and support. There are splendid paper guarantees of press freedom in the Soviet constitution. They are worthless, because the people's liberties are kept from them.

The best way to prevent the theft



Erwin D. Canham, editor of the *Christian Science Monitor*, is widely known as a reporter and as a leading spokesman for a free and responsible press.

of our freedoms is to make sure the people understand their importance. And so newspapers must continue to explain and to exemplify in their daily service the importance of information to people. We must make clear to people the difference between the old, special-group, prejudice-serving newspaper, and the total public-serving newspaper of today.

WE are living at one of the great turning-points of human history. Either the world will move in the direction of more freedom or of less freedom. What can we Americans do about it?

It is my thesis that within American society we have already evolved the basic institutions which can preserve freedom, but that we do not know what we have done. Still less have we communicated our achievement to other peoples. We have the machinery of communication, but we have not yet learned what to say.

We emerged from the Second World War with high hopes for a cooperative and peaceful world. I believe that it was inevitable that we should have made an effort to live amicably with the Soviet Union.

However, we learned the hard way that the men in the Kremlin were not willing to accept a moral world. After the destruction of German and Japanese military power, we dismantled our own military power, all except the atomic bomb. The bomb alone kept,

(Turn to page 12)

The Whole Navy Reads 'All Hands'

This monthly news magazine helps maintain morale by explaining to every sailor and marine what the service is doing and just what it means to him. For this reason, it has to be edited by experts for experts.

By ARTHUR MILLER

THE "need to know" on the part of the men in the U. S. Navy is met through the monthly publication of a magazine known as *All Hands*. The magazine—a 64-page, letterpress effort—is distributed free to all officers and enlisted men on active duty.

The purpose of the magazine, in official language, is "to supply the Navy and the Marine Corps with of-

ficial information of interest and benefit to all personnel." But the average bluejacket could describe it in simpler words. He sees *All Hands* as a direct pipeline to him from headquarters, a pipeline which may bring him in one issue an explanation of a new regulation or promotions, a complete list of Navy schools, some of which he might be eligible to attend, and the latest

Lieutenant Commander C. J. Nash, USN, editor of *All Hands*, discusses a manuscript with LaMonte Davis, managing editor. Commander Nash has had twenty-nine years in the Navy and Davis is a naval veteran of World War II.

word on when his "frozen" enlistment will be "unfrozen."

Pick up any book on service morale and you will read that men who are informed about their jobs, their futures and their ship or station make more efficient fighting men than those who constantly worry about matters that puzzle them. What's more, informed men are less likely to get into trouble for they know exactly where the disciplinary line is drawn.

The morale of a fighting man, they say, is a product of many things—the quality of his leaders, a conviction that he is needed for the job, and faith in his weapons. Good morale in the armed forces of a democratic nation such as the United States is dependent upon something else as well—a belief by the individual that he is getting a square deal.

One effective way, the Navy believes, to make a serviceman feel he is getting that square deal is to keep him informed of his rights and privileges. The sea service discovered during World War II that the best way to do this—as every trade journal editor well knows—is to establish a magazine.

WHY had there been no such magazine before *All Hands*? Mainly because the prewar Navy had not been as complex. The sailor of that day, of course, was perhaps just as eager to learn where he stood on the career ladder and what pay was due him, but his division officer found it relatively easy to keep himself informed of changes in policy and to pass that word along directly.

All this changed with the seven-fold expansion of the Navy in World War II. Many reservists, unfamiliar with the service, came into active service. Specialization changed the face of the enlisted rating structure and the Navy's school system. Additional advantages for the serviceman were adopted such as pay allowances for his family and National Service Life Insurance.

If the average sailor was to be informed, these changes had to be interpreted for him at his level. The division officer couldn't make himself an expert in everything. *All Hands* was established to fill this void. It was—and continues to be—an information source for the average guy. The pattern was set with the first issue in October 1942. It was to present the news in an authentic yet informal way. That formula continues.

To give the magazine this voice of authority, each article that goes into it must survive an elaborate checking process which operates both within and outside the office. Fortunately,





All Hands News Editor John Oudine (reading) holds a story conference with staff writers F. Crawford Smith (left, standing) and Chief Quartermaster William Miller and Journalist 1st Class Harvey Mitchell (right, seated).

the editors have available some of the best brains in the Navy—the officers stationed in the Washington area—upon whom they can call. An article will often go to three or four of these experts—in addition to security—before it receives its final okay.

This thorough and relatively smooth process of checking and cross-checking didn't just happen. It was planned. It is the happy combination of a writer who is familiar with subject and a well-oiled office research unit that carefully sifts each manuscript.

All this is accomplished with a degree of professional skill and polish—and without benefit of any promotion campaign—sufficient to sell 11,000 subscriptions to outside subscribers at \$2.25 a year through the Government Printing Office. GPO says that *All Hands* has the largest outside subscription list of any government publication, with the exception of a handful of newsheets like, for example, the *Defense Production Record* which has a circulation of 12,000 paid.

TO write such articles in a frank, easy-to-read style requires a staff man with two major qualifications: he must know the Navy, and be able to

write. Here's how those requirements are met on the present staff which includes both civilians and active Navy personnel:

Lieutenant Commander C. J. Nash, USN, the editor, is a former enlisted man, a veteran of 29 years' experience in the Navy, several years of which has been spent in public information work. In his toughest moment during World War II, Commander Nash sweated it out aboard the escort carrier *Kalinin Bay* when the ship was shelled, dive bombed and very nearly sunk in Leyte Gulf.

LaMonte Davis, the managing editor, is a man with years of newspaper, public relations and magazine experience who was a ground officer in naval aviation during the last war. John Oudine, the news editor, is a former member of the Washington bureau of *Time* who did wartime duty in naval aviation.

Dave Rosenberg, the magazine's art director, had years of commercial art experience before being tapped by the Navy to do sketches of top-secret pieces of equipment during the war. He later transferred to *All Hands*.

The writer, who is copy editor, spent two years on newspapers and

served aboard a troop transport before joining the magazine. Of our three full-time staff writers, one is a civilian, the other two Navy enlisted men, one a chief petty officer, the other a journalist first class.

The content of *All Hands* is closely tailored to the sailor's need to know. Here is a run-down on a typical issue, listing the more important articles under four general headings:

(1) Career information—List of Navy correspondence courses available to enlisted men; an explanation of the kinds of discharges the Navy awards and why it is good to get an honorable-type; list of the latest Navy Department directives in brief; news of a scholarship for study at the Naval Academy; a summary of Navy legislation pending before Congress; and "Letters to the Editor" on everything from how to get demolition training to how to change a rating.

(2) Welfare information—Restrictions which have been put into effect for dependents trying to join their husbands in the Mediterranean area; living conditions for dependents in Germany; a picture story on liberty on the island of Hawaii and a number

(Turn to page 10)

The House of Representatives has ruled against radio, television or photographic coverage of committee hearings. This points up a dispute that has been simmering between freedom of news coverage and a possible conflict with official decorum and individual rights. A veteran journalist states radio's case and asks

Equal Rights—For Press, Radio and T-V

By THEODORE F. KOOP

THIRTY-FIVE years ago militant suffragettes were picketing the White House with signs reading "Votes for Women" and "Equal Rights for All." Their cause was just, and eventually they won the ballot.

Today radio and television newsmen and photographers in Washington and elsewhere, similarly embattled, figuratively are carrying "Equal Rights" placards. They are seeking the same privileges that long have been accorded their brothers of the press. Their cause is a Twentieth century application of a cherished Constitutional freedom—the right to print and the right to speak.

This time the "Equal Rights" campaign in Washington is directed to the Capitol rather than to the White House. For the edict of Speaker Sam Rayburn that House rules do not permit radio, television, or photographic coverage of House committee hearings is interpreted by these newsmen as a direct challenge to the historic American freedom of expression. It curbs the right of the people to know what the government is doing.

The current fight is not an isolated one. It is the latest skirmish in a long series of battles for equality in news coverage of the capital. The struggle against discrimination has been going on ever since radio news began to emerge from the novelty stage into a mature presentation of national and world affairs.

At the outset the broadcasters had to overcome determined opposition in order to win gallery facilities in Congress. Gradually other barriers were lowered, and by the end of World War II these correspondents could feel that they no longer were regarded as second-class journalists.

THE development of the tape recorder—the radio reporter's pencil and notebook—brought new problems, but even that gadget has gained general acceptance by Washington news sources. A major victory was achieved within the last few months when per-

mission was obtained to tape "on-the-record" portions of the news conferences of President Truman and Secretary of State Acheson.



Ted Koop, now Washington director of radio news for CBS, has been newspaper and magazine writer and editor.

Curiously, newsreel and still photographers never had to face the Washington opposition that radio encountered. Until Speaker Rayburn's recent ruling, their presence at Congressional hearings and other news events was taken as much for granted as the presence of newspapermen. Even television cameras were permitted, almost from the outset, wherever radio microphones were authorized.

The point now has been reached at which only the House of Representatives—theoretically the governmental body closest to the people and most responsive to their wishes—is holding out against the microphone

and the camera. To be sure, the House has no specific rule against committee broadcasts and photographs, but the all-powerful speaker has interpreted this lack of affirmative permission as a complete prohibition.

His job, he points out, is to enforce the rules; if the House sees fit to authorize broadcasts and telecasts of committee hearings, he is willing to go along with the change. There is no expectation, however, that the House will reverse the speaker during the 1952 session.

THE Rayburn dictum has echoed in the American Bar Association, whose House of Delegates voted to oppose radio and television coverage of court trials and legislative hearings. And the New York legislature enacted a bill prohibiting the broadcasting, televising, or filming of any official proceeding to which witnesses are subpoenaed.

Governor Thomas E. Dewey, signing the bill, commented: "It is basic to our concept of justice that a witness compelled to testify have a fair opportunity to present his testimony . . . The use of television, motion pictures, and radio at such proceedings impairs this basic right."

The Rayburn ruling goes much further than the New York law. Congressional hearings are of two types: investigations at which witnesses are subpoenaed, and hearings on proposed legislation at which expert witnesses testify voluntarily. In the latter category are hearings on aid for Europe, Universal Military Training program, and a host of other issues of national importance. Members of the cabinet, other high federal officials, and prominent Americans from private life are the witnesses.

It is difficult to conceive of any of these men objecting to expressing his views on vital questions before a radio and television audience. Ordinarily such a witness is eager to gain the widest possible understanding of his position. Yet Speaker Rayburn

has stopped all but pencil-and-paper coverage of these hearings as thoroughly as he has curtailed coverage of House investigations.

There remains the major question: Do the microphones and cameras *really* impair the right of a subpoenaed witness to present his testimony fairly? Many persons—especially lawyers—honestly believe that such is the case. Certainly no one in radio and television news wants to jeopardize the rights of any individual. It is possible that greater restrictions should be in force in courtrooms than in legislative chambers. But Washington newscasters who have observed Congressional hearings cannot help wondering whether television is sometimes offered as an excuse rather than an actual cause of embarrassment or nervousness.

For example, was Frank Costello under any less strain when the TV camera was focused on his expressive hands instead of his face? In another instance, a witness asked the Senate committee investigating crime in the District of Columbia not to permit his appearance to be televised or recorded because his counsel had eye trouble.

The committee agreed, although it was difficult for radio reporters to understand how recording the testimony would affect the attorney's eyes. A few days later the attorney himself was called as a witness, and he made no request to turn off the TV cameras

and radio microphones. His testimony was duly televised and broadcast.

TWO principal arguments are advanced by those who would bar radio and television from public hearings. First, they contend, the microphones, klieg lights, and flash bulbs make the witness nervous. Second, they complain, a circus atmosphere can be created by a desire to "show off" on the part of committee members or other participants.

Neither of these conditions needs obtain. If these complaints are indeed valid, remedies lie within the power of Congress and its committees. Radio and television newsmen would welcome an opportunity to cooperate with Congress in setting up a "code of decorum" for committee sessions.

To ascertain whether the physical set-up actually distracts the witness, examine the operation of each communications system. Representing the press are perhaps a hundred reporters, whispering, coughing, scraping their chairs, occasionally moving to and from their long tables. No one suggests that they should be restricted in number or entirely eliminated.

Radio requires merely a single microphone in front of the witness and two or three microphones on the committee table. They are unobtrusive, and their number is limited because networks and stations pool their coverage. They take turns in recording the proceedings and thus obviate

the need for a forest of mikes and a bevy of technicians. In the largest committee chambers—the Senate and House caucus rooms—microphones ordinarily are in place for the public address system whether or not the hearings are being broadcast.

Representing "live" television are two cameras, one focused on the witness table and the other on the committee. This, too, is a pool operation. Moreover, the cameras are silent, and contrary to popular belief, their lighting requirements are not severe. Time after time Congressional hearings have been televised without any extra lights, a point which cannot be emphasized too strongly.

Where, then, does the much-criticized "glare" originate? Klieg lights are needed by the newsreel cameras, which whirl intermittently throughout a hearing. Unlike the television pool, each of a half dozen newsreel companies brings its own camera and cameraman. They were on the ground first, and never have agreed to pool their product. The other lights which evoke criticism are the flash bulbs of the still photographers who hunch in front of the witness table and pop their cameras in the face of the witness at crucial moments.

From this outline it appears that if there are any villains, they are the newsreel and the still photographers. Let the committee, then, place any necessary restrictions against these two media rather than against all

The executive committee of the Radio Correspondents Association meets to draft a protest on Speaker Rayburn's ban on radio and television coverage. From the left, Howard L. Kany, Associated Press; Richard Harkness, NBC; Martin Agronsky, ABC; Hollis Seavey, MBS, Charles E. Shutt, Telenews, and Rudolph Block of KOMO, Seattle.



THE QUILL for June, 1952

forms of communication. Let it direct still photographers to limit picture-taking to the moment when a new witness is seated.

If space is cramped, let the committee require both newsreel and stills to pool their operations. Let it consider whether the light-devouring newsreel cameras should be barred entirely on the ground that they alone (once the still photographers are curbed) are disturbers of dignity and composure.

But there is an even better remedy. It is simple, it provides equality for all media, and it is permanent. The Senate and House caucus rooms could be remodeled with reporters in a balcony, and radio and TV broadcasters and photographers housed in special booths. There, working in quiet and comfort, they would scarcely be noticeable. This system is now operating effectively in the new United Nations building in New York. It permits a quiet, dignified session without any restrictions on newsmen and without discommoding the UN delegates. Even special lights are built into walls and ceilings and turn on automatically when cameras start.

THE charge that limelight-seekers may take advantage of broadcast and televised hearings for personal aggrandizement should be addressed to Congress rather than to the radio-

television industry. The responsibility for decorous conduct falls on the committee chairman. He should have the backing of a set of rules which would tighten hearing procedures and keep witnesses, attorneys, and committee members under control at all times.

Radio and television cannot justifiably be blamed for reflecting with complete—and often devastating—accuracy the bombast and exhibitionism of their subjects. The audience will be quick to establish its own standards of conduct, giving praise or criticism where it is deserved.

By proper supervision, then, Congress can remove any possible complaints against participation of radio and television in committee hearings. But education is needed. There is a strong disposition on the part of many members to "let well enough alone." They should hear the other side.

Every newsman, whether he works on a paper, a press association, a radio station, or a television station, has an interest in ending the present discrimination. The fight is not for broadcasters alone. The press is directly concerned because of the ban on still photographers.

Moreover, freedom of writing and of speech is not divisible. Authorities who can curb radio and television can curb newspapers. Here, as never before, all newsmen must stand together—as equals—for the fullest enlightenment of the American people.

radiation devices the Navy has developed to protect its personnel.

A similar series is being planned which will point out to the American bluejacket the part he and his Navy are playing in the North Atlantic Treaty Organization.

ALL this is fine, you may be thinking, but does the magazine actually get read? Is its formula an effective one? If you could spend one morning with us in our office in the Navy Annex, a yellow brick building which sits atop a bluff overlooking the Pentagon in Washington, I think you could get the answers to these questions.

Letters to the editor, for example, pour into the office at an average of about fifty a day. And each letter gets a personal reply from the editor (although many, of course, can be answered by form letter to save time).

Another proof of the wide readership the magazine enjoys within the service can be seen in the results of several field surveys made by the research division of the Bureau of Naval Personnel. Fifty per cent of the enlisted men polled in one survey said they read the magazine every month. Only three per cent said they never looked at it. Among officers the percentage was even higher.

The majority of commanding officers back up this verdict. In his comments under "Remarks" in one poll, a commanding officer said: "All Hands is the most read and appreciated magazine on board. It is considered that the morale of the ship is directly affected by the magazine."

Another skipper said that, if for any reason, the magazine should be discontinued, 94 per cent of his men would be willing to buy it monthly if it could be published commercially.

Such wide readership serves another purpose as well. It keeps the writers on their toes. As one officer who dropped into the office recently said: "Remember, you guys are writing for the greatest bunch of specialists in the world." Don't think the staff doesn't realize it—every day.

One sharp-eyed specialist wrote in some months ago to scold the magazine for printing a picture showing a ship with its Union Jack upside down.

We dug out the picture. Sure enough, there was a ship in the photo and it was flying a jack, but the ship was so far away the jack was hard to see. So we got out a magnifying glass (it's kept for just such an occasion) and looked again. Our correspondent, of course, had been absolutely right. There was the jack, flying with the single point of each of its 48 small stars pointing not up, but down!

The Whole Navy Reads 'All Hands'

(Continued from page 7)

of sports items from around the Fleet.

(3) Educational information—A description of changes in recruit training made since World War II ("Training Recruits for Tomorrow's Navy"); a summary of the part Navy fliers are playing in Korea ("Naval Aviation Scores in Korea"); a synopsis of the part played by two destroyers in the rescue of Kurt Carlsen from the Flying Enterprise ("U. S. Navy Lends a Hand During Sea Saga"); a piece on the job Marine Corps did in mobilizing its reserve almost overnight to meet the crisis in Korea ("Rugged Reserves").

(4) Inspirational information—A five-page "book supplement" describing an early attempt made to persuade the Navy to adopt a new weapon, a rowing boat rigged with a mine and

harpoon gun ("Robert Fulton's PT Boats"); a number of short items on new developments such as a planned supersonic seaplane, a new carrier attack plane, a name for the first atomic submarine (Nautilus), and a couple of short items describing the unusual careers of two retiring chief petty officers.

The editors also endeavor to show the individual Navy man what certain broad changes in naval warfare will mean to him. Atomic energy, for example. When it became clear that atomic energy would play an increasingly important role in future defense, the editors assigned articles dealing with the measures which a ship must take to defend itself against atomic attack, how ships can be decontaminated after such an attack, the

QUILL

SIGMA DELTA CHI SECTION

Section Two

June, 1952



JOHN HIGHTOWER (right) of the A.P. receives Washington Correspondence award presented by Victor E. Blueborn (left), SDX director. Gideon Seymour, executive editor, Minneapolis Star-Tribune (center) was principal speaker.

Sigma Delta Chi Journalism Awards Presented in Chicago

Eleven persons, a newspaper, a magazine and radio station received their 1952 Sigma Delta Chi awards for distinguished service in American journalism at The Conrad Hilton in Chicago, May 19.

Also honored were three individuals elected by the 1951 Convention to the high honor of Fellow of Sigma Delta Chi. They are Alberto Gainza Paz, editor of the expropriated Buenos Aires newspaper, *La Prensa*; Irving Dilliard, editorial page editor of the St. Louis *Post-Dispatch*, and Edward R. Murrow, newscaster of the Columbia Broadcasting System.

The fraternity's bronze medallions and accompanying plaques were presented by Victor E. Blueborn, national director. A capacity audience of over 400 members and guests was present at the banquet and presentation ceremony.

Gideon Seymour, executive editor of the Minneapolis *Star and Tribune*, delivered the main address. He was introduced by John S. Knight, editor and publisher of the *Knight Newspapers*, and former SDX national honorary president.

National President Charles C. Clayton, editor of the St. Louis *Globe-Democrat*, presided over the meeting and presented Gainza Paz and Irving Dilliard with the Fellow honors. He was introduced by Walter Curtis, chairman of the banquet arrangements committee.

All persons honored were present except Edward R. Murrow.

Awards were presented to the following:

General reporting, Victor Cohn, Minneapolis *Tribune*; radio reporting, Jim Monroe, *KCMO*, Kansas City; magazine reporting, Bill Davidson, *Collier's*; editorial writing, Robert M. White II, Mexico (Mo.) *Ledger*; editorial cartooning, Herbert Block of the Washington *Post* and Bruce Russell of the Los Angeles *Times*.

Radio newswriting, William E. Griffith Jr., *KMBC*, Kansas City; Washington correspondence, John Hightower, *Associated Press*; foreign correspondence, Ferdinand Kuhn, Washington *Post*; news pictures, Edward De Luga, Chicago *Daily News*, and Roger Wrenn, San Diego *Union*; public service in magazine journalism, *McCall's*; public service in radio journalism, *WMAQ*, Chicago, and public service in newspaper journalism, The Chicago *Sun-Times*.

Marshall Field Jr., editor and publisher, Chicago *Sun-Times*; Otis L. Wiese, editor and publisher, *McCall's*; and Harry C. Kopf, vice pres. and general mgr.

(Continued on page 2)

Florida West Coast Adds Professional Chapter

The 36th professional chapter of Sigma Delta Chi was recently installed at Tampa, Fla. The new chapter, which has 56 members, is known as the Florida West Coast Professional Chapter.

Installing officers were Oliver Gramling, former Florida newspaperman, now assistant general manager of the *Associated Press* and an SDX Executive Councilor; and Victor E. Blueborn, SDX executive director. V. M. Newton Jr., managing editor of the Tampa *Tribune*, is president of the new chapter.

In addition to installing the new chapter, which covers a nine-county area, the group initiated 10 new members. Forty-six are charter members. The new initiates were:

Hampton Dunn, Tampa *Times* managing editor; Leo Stalnaker Jr., Tampa *Times* assistant city editor; Vernon Bradford, Tampa *Times* reporter; William G. Bowes, St. Petersburg *Independent* news editor; Ben Smith of Tampa *Associated Press*; Earl Eastwood, Bradenton *Herald* editor; J. Brack Cheshire, Bradenton *Herald* managing editor; John W. Bloomer, Sarasota *Herald-Tribune* managing editor; Loyal Frisbie, Bartow *Polk County Democrat* editor; and Robert Lodmell, Lake Wales *Daily Highlander* editor.

"Newsmen must have an enlightened leadership to enlighten others," Mr. Gramling declared in his talk to the new chapter. "When you question the unquestionable, then as newsmen you are leaders."

Denver Makes Plans For SDX Convention

THE DENVER convention committee, headed by William Kostka, public relations consultant, is working toward a "Western Welcome" for delegates attending Sigma Delta Chi's national convention at Denver, Nov. 19-22. Convention headquarters will be in the Cosmopolitan Hotel.

Tentative plans now call for an open house get-together for delegates and guests on Wednesday evening under sponsorship of the Denver Press Club. The convention proper will open Thursday morning with the keynote address.

The *Post* will be host at the Thursday night dinner. The *Rocky Mountain News* will also be host to the convention delegates at either a luncheon or dinner, according to present plans. The Saturday convention banquet will be sponsored by the Colorado Chapter. The meal will feature an "All Colorado Dinner," including steaks, trout, potatoes, celery and other Colorado products.

Saturday afternoon the delegates will travel to Central City, famous Colorado mining town, which, under the direction of the University of Denver, produces an opera and play every year in the old opera house. A "journalistic ballet" is being planned as special entertainment at Central City when SDX members are there.

The second section of The QUILL will not be published during July and August.

Supplement to The QUILL, June, 1952

Chapters Support SDX Theme for 1952

PROFESSIONAL CHAPTERS of Sigma Delta Chi are actively supporting the fraternity's major objectives for 1952: (1) elimination of press barriers; (2) make it known that freedom of information concerns the people's right to know as well as the right of the press to publish.

A watchdog committee on freedom of information for Northern Ohio has been established by the Northeastern Ohio Professional Chapter at Cleveland. It contains representatives from newspapers, radio and magazines in the area covering Cleveland, Akron and Canton. Purpose of the committee is to keep a sharp eye on all public bodies or officials who possess information which citizens have a right to know, and to protest any action on violations and suppression.

Members of the Northeastern Ohio committee are John B. Mullaney, *Cleveland News*, chairman; Stanley P. Barnett, *Cleveland Plain Dealer*; Norman Shaw, *Cleveland Press*; Clayton Horn, *Canton Repository*; Ben Maidenbury, *Akron Beacon Journal*; John F. Patt, *WGAR*; Frank J. Steinbach, *Foundry* magazine; Harry J. Volk, *Heights Sun-Press*; and Wendell A. Falsgraf, attorney and associate member of SDX.

Texas Gulf Coast Chapter, Houston, has invited the help of everyone engaged in any branch of journalism to

bring to its attention all instances and practices they encounter which aim or tend to curtail this basic democratic freedom. Members of the chapter's freedom of information committee include Arthur Laro, *Houston Post* and George Carmack, *Houston Press*, co-chairmen; Donald D. Burchard, department of journalism, Texas A & M College; Tom S. Whitehead, *Brenham Banner-Press*; and Fred Hartman, *Baytown Daily Sun*.

The Chicago Headline Club of SDX likewise has named a freedom of information committee, covering Chicago and suburban area. The committee is headed by George A. Brandenburg, *Editor & Publisher*, chairman. Other members are Basil L. Walters, *Chicago Daily News*; Harry Reutlinger, *Chicago Herald American*; Thomas Reynolds, *Chicago Sun-Times*; Don Maxwell, *Chicago Tribune*; John Ames, *Wall Street Journal*; William Ray, *WMAQ*; Spencer Allen, *WGN*; and Floyd Haas, *Calumet Index*.

Robert W. Lucas, *Denver Post*, reports the Denver Professional Chapter of SDX recently conducted a survey among all Colorado daily and weekly newspapers. The survey revealed "Colorado is also feeling the pinch of news suppression on the part of public officials who see fit to keep information from the public they are supposedly serving." The re-

ports covered specific incidents of attempted suppression in Colorado Springs, Pueblo, Boulder, Ft. Collins, Lakewood, La Junta, Craig, Grand Junction, Brighton, Sterling and other cities.

"Many of the news barriers are dropped after a patient, friendly discussion of the resulting problem by the newspapermen and radiomen with the authorities involved," said Mr. Lucas. "Sometimes the tactics of discussion and persuasion must be supplemented by the full and vigorous use of editorial criticism."

James P. McDonnell, Buffalo, Minn., president, Minnesota Taxpayers Association, has sent the following message to 400 Minnesota dailies and weeklies in support of "Point 2" in the SDX program on what a free press means:

"The sacred right of the people to get the news uncensored and unfailing; the inalienable right of every man to express his opinion without fear or favor; the inherent privilege of every citizen to criticize the government; the constitutional guarantee of all to write, to speak, to live according to the dictates of conscience; the irrevocable law that every American can enjoy, without restrain or repression, all the fruits of liberty and justice under all circumstances."

Journalism Awards

(Continued from page 1)

NBC, Central Division, accepted the awards in behalf of their organizations.

Entertainment by Burr Tillstrom's Kukla, Fran and Ollie of NBC television fame preceded the evening program.

Executive Council Acts

Actions taken by the Executive Council during its recent meeting in Washington, D. C., included:

Ruled that members must be elected by a vote of the chapter membership in every professional chapter.

Suggested that the voting procedure of the Washington, D. C. Professional chapter be recommended as a model.

Confirmed appointment of Victor E. Bluedorn as Fraternity historian.

Ruled that an Undergraduate chapter consists only of undergraduate and graduate students and the chapter adviser.

Reaffirmed that a Professional or Associate member of the Fraternity must have paid his current national dues in full, and must meet the dues and other requirements of the chapter, before he can gain membership in a Professional chapter.

Three Undergraduate Groups Seek Entry

Three undergraduate journalism groups, representing Wayne, Kent and American universities (the latter at Washington, D. C.), have petitioned Sigma Delta Chi for undergraduate chapters.

The Executive Council has approved their petitions and the latter are now being submitted to the undergraduate and professional chapters of the fraternity for approval.



GOVERNOR-PUBLISHER Allan Shivers (right) of Texas, shown with Allen Duckworth, president, Dallas Professional Chapter, at Founders' Day dinner Gov. Shivers, who is publisher of two Texas weeklies, is a member of the Austin Professional Chapter. He addressed 200 SDX members at the Dallas meeting.

Undergraduate Chapters Compete for Awards

Nominations for the Past President's Ring, to be awarded the undergraduate member who has best served Sigma Delta Chi during the past year, are being received by Victor E. Bluedorn, executive director.

Undergraduate chapters are also competing for top honors in other contests with the winners to be announced at the national convention, Nov. 19-22 at Denver. These contests include the Beckman chapter efficiency competition, the Hogate professional achievement award, along with contests for campus newspapers, magazines and news photography.

Deadline for entries in the Beckman and Hogate contests covering chapter efficiency and professional achievement is October 15. Closing date for campus journalistic competition is October 1.

Three new professional chapters of Sigma Delta Chi were chartered recently.

The groups approved are located at Albuquerque, N. M.; Toledo, Ohio; and Columbia, Mo.

Don't Be Delinquent

Have you paid your dues, for 52? Don't delay, do it today. Five dollars a year, includes *The QUILL* for one year. For term or life subscribers to *The QUILL*, dues are \$2.50.

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THE NEW 1952 BALFOUR BLUE BOOK

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Chapter Activities

LAWRENCE—ERWIN D. CANHAM (Bn.U. Prof. '49), editor of the *Christian Science Monitor*, delivered the third annual William Allen White Memorial Address, marking the dedication of the new building housing William Allen White School of Journalism at the University of Kansas. In the evening, Mr. Canham spoke at a dinner sponsored by the Kansas Undergraduate SDX Chapter. He told members of the fraternity and their guests: "If, as aspiring journalists, you are impelled toward newspaper work as a salmon is impelled upstream in the spawning season, then you will succeed. But if you are attracted to news work because of the reputed glamor of the profession, and have your immediate sights set on being foreign correspondents or Hollywood writers, then you should forget it."

DETROIT—LEE HILLS, executive editor of two of the Knight Newspapers—Miami *Herald* and Detroit *Free Press*—was the speaker at the Founders Day dinner of the Detroit Professional Chapter. Mr. Hills, who is vice-president in charge of professional chapter affairs of SDX, spoke on "Are We to Blame for Crooks in Government?" In May, the Detroit chapter staged a panel discussion on the question of direct radio and television broadcasts of Congressional hearings.

NEW YORK CITY—Wanted: Names and addresses of Sigma Delta Chi in or near New York City, not members of the New York City Professional chapter. We want to enroll you in our chapter, list you on our roster, give you a roster, and notify you of meetings. Chapter dues, only \$2 yearly. Phone Samuel C. Pace, Chapter Secretary, LO 3-0700, or write to Box 1780, Grand Central Station, New York 17.



MILWAUKEE—Two professional and seven undergraduates were initiated into Sigma Delta Chi at a joint meeting of the Milwaukee Professional Chapter and the Marquette Undergraduate Chapter to observe Founders Day. LEN O'CONNOR, newscaster from WMAQ, Chicago, winner of the 1951 SDX award for public service in radio journalism, was the guest speaker. Shown above are the two professional initiates who are being congratulated by The Rev. GERALD P. BRENNAN, S.J., regent of Marquette University journalism college; Lindsay Hoben, Milwaukee *Journal* chief editorial writer, an initiate; J. L. O'SULLIVAN, Marquette journalism dean; RAY GRODY, Milwaukee *Sentinel* sports news editor, an initiate; and THOMAS TOBIN, president, Marquette chapter.

BROOKINGS—The South Dakota State College chapter of SDX is offering its annual tuition scholarship to an incoming freshman student at the college. The scholarship is in the form of a cash grant of \$84 for which no work or payment is required. Chapter members make the selection.

CLEVELAND—Eight Cleveland newspaper, radio, television and magazine men were recently initiated as members of the Northeastern Ohio Professional Chapter. DALE COX, International Harvester Co., public relations chief and secretary of the SDX Quill trustees, was the guest speaker. PHILIP PORTER, chapter president and Cleveland *Plain Dealer* columnist, conducted the initiation.

COLUMBUS—Central Ohio Professional Chapter initiated seven new members at a recent meeting. PHILIP PORTER, Cleveland *Plain Dealer*, president of the Northeastern Ohio Professional Chapter, was the speaker.

FARGO—The North Dakota Professional chapter held its annual meeting at Williston this year.



AUSTIN—Four of the five past presidents of the Austin Professional Chapter attended a Founders Day dinner. Shown above are, left to right, DICK WALL, WELDON HART, DAWSON DUNCAN, SAM KINCH (present president) and DICK MOREHEAD. Only former president of the chapter now on hand was KEN HARPER, now of Houston. The chapter initiated five new members at its meeting.

BROOKINGS—The South Dakota State College chapter recently held its annual high school press convention and featured Irving Dilliard, editor of editorial page, St. Louis *Post-Dispatch*, as speaker.

SAN DIEGO—The San Diego Professional Chapter of Sigma Delta Chi at its first regular meeting, following its chartering in February, heard guest speaker Hugh Baillie, president of the *United Press*, who related interesting experiences he had had in reporting around the world and commented on current events concerned with world and domestic politics.

J. C. Safley, editor of the San Diego *Union* and president of the San Diego Chapter, presided. Attending with Mr. Baillie was Bob Frye, a top executive of UP, who discussed the conferences and treaties concerned with Freedom of the Press conducted within the scope of the United Nations. Floyd McCracken paid tribute to the late Kee Maxwell, San Diego *Union* editorial writer.

LOS ANGELES—Edwin W. Dean, editor-publisher of the Inglewood (Calif.) *Daily News*, spoke to the American Institute of Journalists, Los Angeles Professional Chapter of Sigma Delta Chi, at a recent meeting. Mr. Dean told of his trip by chartered plane to Berlin, Iran, Israel, Jordan, Italy, France and England. The chapter also held an initiation during the evening.

WASHINGTON—Responsibility of the press for crime and corruption in the United States was the subject of a forum presented by the Washington Professional Chapter for journalism students in the Washington area. Participating in the discussion were Rep. KENNETH KEATING of New York, chairman, House Crime Investigating Sub-Committee; GRIFFING BANCROFT, CBS commentator; HOWARD L. KANY, president, Washington SDX Chapter and radio representative of the *Associated Press*; LUTHER A. HUSTON, New York *Times*, past national president of SDX; BEN McKELWAY, editor, Washington *Evening Star*; and WALLACE WEBER, editor, F.D.C. *Reports*. The Washington chapter also was host to members of the American Society of Newspaper Editors at a breakfast held during the ASNE convention in Washington. President Kany presided at the "speechless" affair. A feature was a prominent table reserved for speakers—to which none of the 300 persons present was assigned. In attendance were prominent government officials, including justices of the U. S. Supreme Court, senators and others. Shown below are three of the guests, left to right: Chief Justice FRED VINSON; DON RICHARDSON, Kokomo (Ind.) *Tribune*; and JAMES A. STUART, Indianapolis *Star* and former national president of SDX.



SDX Personals

WILLIAM N. HUTCHISON (DeP'20) is a vice president of Keeling & Company, Indianapolis, Ind.

CASSAM A. WILSON (UMc'28) has opened a law office in Birmingham, Mich.

JAMES W. TRULLINGER (PaS'32) is director of public relations for the Pittsburgh Chamber of Commerce and international president of the American Association Commerce Publications.

PETER HACKES (Grn'46) formerly of Louisville is now with the news department of CBS in New York City.

N. S. PATTERSON (SMU-Pr'42), director of the School of Journalism and Graphic Arts of the University of Houston, has been elected president of the Southwestern Journalism Congress, an organization of schools and departments of journalism.

WALTER T. HANSON (Ia'31), formerly with the Long Beach (N. J.) *Daily Record*, is now reporting for the Walnut Creek (Calif.) *Contra Costa Times*.

ALBERT W. BATES (OrS'29), has joined Theodore R. Sills & Co., as executive vice president in charge of the firm's New York City offices at 137 E. 57th Street.

WILLIAM V. GORSKI (BnU'48) is now a reporter with the Binghamton (N. Y.) *Press*.

EUGENE S. DUFFIELD (Wis'29), asst. publisher, Cincinnati *Enquirer* is serving on a committee to select the 15th annual group of Fellows for one year of study at Harvard.

MENO SCHOENBACH (DalP-Pr'44) has been appointed executive vice president of the Herbert Rogers Co., Dallas. He formerly was Southwest Information Chief, U. S. D. A., Production and Marketing Adm., Dallas.

R. B. PENNINGTON JR. (Mo'46) has been appointed vice president and general manager of the newly formed Merck Lithograph Co., Cleveland.

WILLIAM NORMYLE (Wis'51) is a reporter for the Manitowoc (Wisc.) *Herald Times*.

FRANK N. GROSSMAN (TxU'50), formerly with the Port Arthur *News*, is now with the public relations department of the Santa Fe railway at Galveston, with L. J. Cassell (DalP-Pr'47).

MERT PROCTOR (Mo'52) is an instructor in journalism and director of public relations at St. Mary's University, San Antonio, Tex. He succeeds Harry Nixon (TxU'47) who has been appointed administrative assistant to the San Antonio city manager.

JOHN L. WALTERS (McS'51) is a reporter at the Hastings bureau for the Battle Creek (Mich.) *Enquirer* and *News*.

J. M. HICKERSON (Ia'20) resigned the presidency of Albert Frank-Guenther Law, Inc., to reopen J. M. Hickerson Inc. Advertising, New York City.

JULIEN ELFENBEIN (TxU'19) has been named editor-in-chief of *Home Furnishings*. He will combine this new assignment with his other duties as editor of *Housewares Review* and *Linens & Domestics*.

PHILIP L. PATTERSON (WnS'51), former editor of *The Evergreen*, Washington State College's student daily, is now assistant to the managing editor of *Sales Management*, New York City.

President Clayton Gets Missouri Medal

Recipients of the Missouri Honor Awards for distinguished service in journalism presented at the University of Missouri last month included



CLAYTON

Charles C. Clayton (Mo-Pr'40), Alexander, F. (Casey) Jones (WDC-Pr'43) and Clifford M. Utley (Ch-Pr'44).

Mr. Clayton, a member of the St. Louis *Globe-Democrat* staff since 1925, was honored for his notable editorial writing, his interest in journalism education as exemplified by his classroom teaching and textbook, his devotion over the years to the University of Missouri and his leadership in the cause of journalism as a profession culminating in his present position as national president of Sigma Delta Chi, Professional Journalistic Fraternity.

Mr. Jones, editor of the Syracuse (N. Y.) *Herald-Journal*, was recognized for his years of service through journalism and his brilliant leadership in the struggle for freedom of information for American readers. Mr. Utley's citation recognized his distinguished career as a journalist, foreign relations expert and NBC radio television commentator.

WILLIAM S. COOPER (Pur'51) is a sales engineer for the American Blower Co., Charlotte, N. C.

ROBERT WILCOX (Grn'37) is assistant professor of political science, San Diego State College, San Diego, Calif.

DAVID E. MACKIE (Mo'47) is instructor of journalism and publicity director for Southwestern College, Winfield, Kan.

SIN R. WRIGHTSMAN (TxU'44) is executive secretary and director of public relations of the Medical Assn. of Georgia, with headquarters at Atlanta.

CARL S. LINDSTROM (Min'34) is working for the Black Hills Mercantile Co., Deadwood, S. D. and is a correspondent for the *Rapid City Journal*.

ROBERT S. KUNKEL (ND'37) is manager Farm Division of G. M. Basford Co., New York City advertising firm.

Obituaries

BYRON C. WILSON (ObS'29), 45, Worthington, Ohio, died March 13.

OSCAR JOHN BENJAMIN (IaS-Pr'27), Nevada, Ia., died May 5, 1951 after a lingering illness of several years.

BERNIE E. KLINE (UMc'14) died suddenly on Dec. 13, 1951 in Pulaski, Va.

LLOYD E. DARLING (Ia'15), Hampton, Ia., died November 5, 1951 of a heart attack.

DEWITT HOSMAN (DeP'22) of Washington, D. C., March 2, 1945.

EARL DAVID KEILMAN (KnS), Topeka, Kan., April 26, 1951.

PAUL F. OSBORN (Col'28), Estes Park, Colo.

Serving Uncle Sam

CPL. TOM TONEY (TxU'51), is on the staff of the *Sheppard Senator*, base newspaper at Sheppard (Tex.) Air Force Base.

J. R. WALDMAN (Mqt'40) is a Lt. Comdr. in the U. S. Naval Reserve, now on active duty as public information officer on the staff of the commander Amphibious Force, U. S. Pacific Fleet.

D. H. STEINMEYER (Neb'49) is an information and editorial specialist for the United States Government at Fort Lee, Virginia.

JACK M. ALLEN (Wis'51) is employed as the San Francisco-Oakland District representative for the Bureau of National Affairs, Washington, D. C., a labor and economic reporting service for unions and businessmen.

LT. SAM C. BESS (OrS'51) is in the Signal Corps.

THEODORE J. SAMMON JR. (UMc'51) is presently employed by the Navy Dept. in personnel and public relations, Washington, D. C.

L. R. COMBS (KnS'26) is Deputy Chief, Information and Education Division, Soil Conservation Service, U.S.D.A., Washington, D. C.

FVT. THEODORE E. FRENZEL is a clerk in the G-2 office at Fort Dix, New Jersey.

SGT. WILLIAM C. NUCKOLLS (Neb'51) is with the 132nd Air Police Squadron, Dow Air Force Base, Bangor, Maine.

JACK ERNEST GOODMAN (OhU'50) is a civilian information specialist, currently assigned as Deputy Chief, Editorial Branch, Logistics Division, The Ordnance School, Aberdeen (Md.) Proving Ground.

LT. FRANKLIN S. RILEY JR. (Mo'48), on military leave from the Kansas City Star city desk, recently was transferred from Korea to the Public Information Office, Headquarters, Far East Command, in Tokyo.


PFC. JIM HOOPRAGLE (W&L'50) is currently head of sub-department at Southeastern Signal School, Camp Gordon, Ga.

J-School Scholars Honored by SDX

Sigma De'a Chi citations have been awarded this spring to 50 male graduates in journalism, chosen as outstanding in their classes at college and universities where the fraternity has chapters.

Selections are made on the basis of character, scholarship and competence to perform journalistic work. Decision in each case is made by a committee consisting of student, faculty and professional members of SDX. Purpose of the citations, according to Alden Waite, Southern California Newspapers, vice-president in charge of undergraduate chapter affairs, is to foster high standards and to encourage thorough preparation by journalistic students.

In addition, approximately 125 men and women journalism graduates this spring received scholarship award certificates given annually by Sigma Delta Chi. Those qualifying for these awards have earned a scholastic rating placing them in the upper 5% of their graduating classes. All college work for three years is taken into consideration. Awards are presented at all schools where SDX has chapters.



Jack Kennedy, chief photographer of the *Nonpareil*, shot this picture of sunlight on the flooded Missouri a few miles out of Council Bluffs. He was unaware, in the plane, that the Army Engineers' boat, cutting a "v" in the water below, was carrying a staff mate, Farm Editor C. W. McManamy, on his way to a flooded farm.

They Licked the Missouri—By FRED CASOTTI

THE city room of the Council Bluffs *Nonpareil* during the recent week-long siege against the Missouri river was probably the most "flooded" news room in the country.

It was flooded with 24-hour activity on a scale sent soaring by the greatest threat ever to endanger this Southwestern Iowa city of 45,000.

Pulling out a dog-eared cliché, the situation was a "newspaperman's dream." A river suddenly gone mad. And a population equally as swiftly and angrily responsive.

It was a dream always with the nightmarish terror of a possible flooded city in the background. A reporter couldn't walk down a street without bumping into a feature. A photographer couldn't aim his camera without pointing at a picture.

I am a reporter-photographer, as are most members of our ten-man city staff. My contribution was small in comparison to the enormous amount of news and features available. So were the others'.

But our total was of a quantity and

quality to make us proud of our job. I can't think of a place in the world I would rather have been than in Council Bluffs during the flood that never became a flood within our city.

THE *Nonpareil* is a newspaper with a circulation of roughly 20,000. We're a small-town newspaper, concentrating primarily on local and Southwest Iowa news. Our stories and pictures, of necessity, aim for local color. We realize we're not big enough to compete with metropolitan Omaha and Des Moines in national news.

But we give a good picture of national news. And we whip them on Council Bluffs and Southwest Iowa. I think we whipped them while the Missouri was being whipped here.

Take the art department:

On Monday, the day the evacuation of 30,000 people in the threatened west section was completed, the paper contained twenty-seven flood pictures. On Tuesday it was twenty-eight. Wednesday was thirty, Thursday twenty-seven.

By Saturday the flood was groggy

and on the verge of a knockout here. But it was sweeping into the farmlands and communities in our circulation area to the south. Sunday's picture count was sixty, of which forty were flood photos.

Our darkroom staff includes a chief photographer and an assistant. A Fairchild engraver was a lifesaver for us.

Its production capacity of four minutes to the inch meant that it had to be in operation twenty-four hours per day during the period. The darkroom was in operation almost the same number of hours. But the job was done—beautifully, a tribute to the men and engraver.

City Editor Frank Lane guided the news job smoothly. For six days he didn't even make an assignment sheet in the mornings. He reasoned—and rightly—it would be wrong to try to guess assignments in advance.

So he kept his eye on available reporters and gave them spot assignments through the days—and nights.

Warren Mantz, city hall reporter, worked at the city hall, co-ordinating

site of the battle with the flood, twenty hours a day for seven straight days. He slept there—when he slept, which wasn't often. In addition to his stories phoned to our desk, he helped write the official log of the fight for the city.

Reporter Sue Condon, an excellent example of a woman doing a "man's job," wrote feature upon feature after evacuating her own belongings.

Naturally, with the tremendous effort being expended throughout the city, the "battle" of the *Nonpareil* staffers was not newsworthy. This is an attempt to give a brief picture of that battle.

Chief Photographer Jack Kennedy chartered a small plane and headed for the Hamburg vicinity Saturday morning. The flood crest had swept through Council Bluffs and was wet-blanketing Hamburg, to the south.

Ten minutes out of Council Bluffs, the plane developed motor trouble. With the swollen 16-mile wide Missouri river to the right and bluffs to the left, the pilot calmly crash-landed into a field on a small farm.

Kennedy hopped out unhurt, walked half a mile to a highway and caught a ride back to Council Bluffs. An hour later he was headed for Hamburg in another plane. He got his pictures.

C. W. McManamy, normally the farm editor, was driving to Hamburg at the same time. Upon arrival, he hitch-hiked a ride in a rowboat to get some pictures of inundated houses. The boat was swept downstream.

McManamy grabbed the oars and wrestled the boat to a nearby fence-post. He got his shots while the original oarsman anchored the boat by holding onto the post. They rowed

back to "shore" and McManamy had his pictures—and possibly may have saved a sight-seeing rower from death.

Reporter Al Noe worked on assignments from 7 a. m. until 9 p. m. At 4 a. m. he reported for sandbag duty at the levees, returning for new city desk assignments at 7 a. m.

State Editor Allen Brown was moved into the assistant city editor's job—a job which hadn't existed before the emergency. He wrote the lead news stories every day.

Sunday's word production was typical. In a 16-page edition, as compared to a normal 32-page Sunday paper (the floods scared out many of the advertisers, too), there were sixteen headed flood features in addition to the two major front page stories. And there were many two and three-paragraph flood shorts. As for that "flooded" city room:

Six *Associated Press* writers and photographers made the *Nonpareil* their temporary headquarters in Council Bluffs. They installed a portable wirephoto transmitter in the city room. *United Press*, *International News Service* and *Acme* men were in and out constantly. Red Cross photographers used the darkroom.

Managing Editor Harry Mauck Jr. was called by the *London Daily Mirror* from England. They wanted a first-hand account of the story of men against the river.

As all newspaper readers know, the men won. The river did not get past the twenty-three miles of levee that protects the city.

So we feel pretty happy about whipping the river at Council Bluffs and whipping the biggest assignment our staff is likely to have in many a year.

others the essential terms of the crisis.

What are these terms? One way to put it is to say that for the last century or more, men have made fabulous progress in conquering nature, but have failed to conquer themselves. We have an actual and potential control of our physical environment which raises us far out of our former dependence on materiality.

But this very preoccupation with matter and mechanics has seemed to make us more materialistic than ever. Our need and opportunity today is to awaken.

FIRST, it seems to me we should realize ourselves, and communicate to others, the exact nature of the vast hoax communism has perpetrated on much of mankind. The biggest of totalitarianism's big lies is the traditional and widely accepted belief that we in the so-called capitalist world are doomed to the defense of the status quo, while communism is dedicated to change—to revolution.

The fact is that communism, like totalitarianism of the right as well, is reaction. In its essence, since it says that man must be subordinated to the state, it is reaction and tyranny no different from all the dictators which have existed since the dawn of society. Our system is based on the rights of man.

Our system is not shackled to the status quo. Even our economic system and our businessmen, who are most often attacked in today's world, are dedicated to a constant, urgent daily challenge of the status quo.

We are committed to perfectibility, as a social principle. We must therefore refuse to accept dogmatism. We will be saved just to the degree that our minds remain open to criticism, to analysis, to improvement.

It is we who ought to be and really are the true revolutionaries in the world today. And yet, by propaganda and by our own failures to understand and to communicate, we have let much of the world fall into the delusion that we are defending things as they are. We have lost the battle of slogans and songs and manifestos. We were once very good at manifestos.

The Declaration of Independence and Lincoln's Gettysburg speech are among the greatest manifestos of history. But, of course, manifestos are not enough. We were forced to compromise some principles. Our acts were not consistent with our words. And we lost those battles for men's minds—or largely lost them.

But this time we must win. We must proclaim anew the truths we live by, and put our words into deeds. If we are to declare anew the true revo-

How a Free Press Can Help Freedom Survive

(Continued from page 5)

and perhaps keeps, Communist power from spreading farther into the vacuums that surrounded its territories. Successively we resisted the onrush of this power in Greece and Turkey and in Berlin. Through the Marshall Plan we sought to prevent Communist use of the economic plight of most other nations to conquer them. Up to the present, these have been reasonably effective measures.

Then we helped organize the North Atlantic Treaty Organization and we supported western European unification. In Korea, against all the evi-

dence and almost by instinct rather than by rational thought, we resisted Communist aggression. That means that, despite our continuing difficulties in Korea, we have saved Japan.

As a result, we find ourselves today in a situation where the physical strength of the anti-communist alliance appears to be growing, and where our moral solidarity is also growing, but with many setbacks and grave dangers. We need moral tenacity and patience in these days more, perhaps, than anything else. We need to understand and to communicate to

lution, let us carry it out. The fact is, of course, that we are carrying it out in part every day.

There are many ways in which we must convert our commitments into action. Communism is a potent export doctrine. The free system ought to be. We should make available to other nations and peoples the essential elements of our system which can be turned to their use.

This does not mean that we should ever try to make others over into our image. Neither the political nor the economic systems which we use are perfectly adapted to the needs of people with other traditions, aptitudes, disciplines. Yet the Indonesians and Guatemalans need the essence of representative institutions, and of an operative free economic system, adapted to their needs.

Just as I believe American newspapers have changed form—and hence need to be redefined to the people—so it seems to me that basic changes in the free enterprise system have come about which are little understood. I believe there has gradually come into being a new atmosphere and new techniques of cooperation as well as competition, and a new measure of social responsibility, which makes American enterprise a far more effective institution.

Voluntary private organization in the United States has opened up channels of interchange of ideas, techniques and friendships which are transcendent in their effect on our economic system. I can remember the day when a textile manufacturer in my native Maine would keep armed guards at the factory gates to keep away any intruder from the competitive mill. Today, if a manufacturer develops a new process, he is likely to be reading a paper about it at the next meeting of his trade association.

In short, we have learned that it is much more effective and beneficial to pool information than it is to hoard it. It has helped measurably to raise standards of American achievement in every field. It has not destroyed competition, but has focused the competitive drive toward a better job.

I cite all this because I believe we have not yet begun to make the case which will save freedom for the people of our nation and of the world. We have not adequately sold them on what freedom depends: upon the continuance of a system dedicated to a constant challenge of the status quo.

It is not only the conspiracies of totalitarian systems and police states which threaten freedom. Far more dangerous is the threat to freedom,



From where I sit by Joe Marsh

Me— Advising a Banker!

The Missus and I were invited to a big dinner over at Balesville the other night. I sat next to a banker from the state capital.

"Mighty nice country you've got down there, Mr. Marsh," he says. "Don't be surprised if I come to live there myself. In a few years I plan to get away from everybody, buy a farm and just take it easy."

"Well," I told him, "we'd like to have you. But when someone plans to buy a farm and 'take it easy' he often winds up working harder than ever. It takes a lot of work to run a farm right no matter how many hands you can afford to hire.

"And from where I sit," I continued, "you won't 'get away' from people either. Neighbors are plenty important in a farming community—whether it's helping one another out or just friendly visiting over a sociable glass of beer." "Hard work and neighbors dropping in all the time?" he asks, looking over his glasses. Then he smiles and says, "Sounds wonderful. You've just sold me on a farm."

Joe Marsh

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partly from ignorance which comes from within. In the area of information—of the public's right to know—this danger is very great.

All over the United States, from the White House to the county court house, public officials fail to understand and accept their duty to let the facts be known. In virtually every community, newspapers have had to fight hard in recent years to obtain or retain access to public records.

For some years the American Society of Newspaper Editors—and this is another illustration of the values of voluntary private organization—has maintained a freedom of information committee, seeking to expose and defeat every instance of a violation of the people's right to know. More important than this defensive struggle, no doubt, is the positive effort to help the people understand why it is vital that their right to know shall not be violated.

Newspapers do not own the right of press freedom. It belongs to the people. Newspapers are merely stewards.

Here, then, retention of freedom depends upon a better discharge of stewardship.

THE only alternative to dwindling diversity in the newspaper field is the voluntary and conscientious acceptance of responsibility. Such responsibility cannot be enforced by law. Restraints on newspapers, beyond the established bounds of libel and so on, can easily destroy freedom.

Newspapers are frequently urged to set up self-licensing systems. But any license, even though it be imposed by other newspapermen, is repressive and intolerable. I believe that if the great press martyrs of the past had been required to obtain a license from a majority of their colleagues, they would have been suppressed before they started. Great ideas are not necessarily popular.

So we cannot look for better performance by newspapers to any kind of official or legal restraints. But we can expect great improvement through the acceptance of voluntary responsibility, spurred by a steady flow of invigorating criticism. There has never been a time when American newspapers were more conscious of the need of self-improvement.

But an endless task lies ahead of us all. It is the task of keeping people alert to the constant dangers to freedom; the task of helping them to understand the effectiveness and the revolutionary character of the instruments of freedom we already have; of accepting the duty of doing more effectively tomorrow the tasks we perform today.

The Book Beat

By DICK FITZPATRICK

WATCHING our fellow human beings with their eyes riveted to the television screen—the monster in the American living room which allegedly has brought the American family back together (to sit in quiet)—has caused many to wonder about the newspaper in the future.

Although there are many prophets of doom, the informed who have lived in the age of motion pictures, radio, sound motion picture, facsimile and now television realize that while the function may change to some extent, the newspaper will continue to grow.

But many have wondered about the vitality of the newspaper. It is agreed that it gets bigger and better but, in some instances, it is contended that the newspaper has lost its guts.

The coming of the syndicated column has done many things to American journalism. It has probably weakened local comment. Discussing this problem, Professor Kenneth Marvin of Iowa State says: "Critics of the community newspaper are distressed about the declining vitality of the editorial page. A newspaper without vigorous editorials is likened to a man without a soul. The growing popularity of the local column has helped to rejuvenate that soul and more importantly, it has given many a community newspaper a heart."

Ken Marvin's sage comment is contained in the foreword to a new book—"How to Write Columns" (Iowa State College Press, Ames, Iowa, \$3.95)—by Olin Hinkle, a journalism professor at the University of Texas, and John Henry, a columnist for the Des Moines Register and Tribune.

The authors of this book not only tell you how to write a column but also give ideas for a column as well as supplying samples. The book covers the field of writing of personal columns for small newspapers.

The authors say "they have watched small town editors, too hard-pressed for time to do extensive research, find in personal columns a flexible instrument of comment, reader amusement and promotion, peculiarly suited to their daily routines. They have noted a growing resurgence of personal journalism at the grass roots."

In this 288-page book, the authors cover such topics as the background of the newspaper column; the significance of the personal column; nam-

ing a personal column; typography and position; column content, structure; and style.

The typography of this book deserves comment. The outer page margins are wide and include small bold faced box-all material which adds tremendously to the book. In addition, many caricatures are included on the pages. Based on current book prices, this is a bargain.

"How to Write Columns" is very readable and will furnish excellent ideas for journalism students and others starting out in the field.

STUDENTS struggling through their required course in typography may never admit it but the subject of printing and typography is an interesting one.

The second printing of a revised edition of one of the standard works in the field has recently been issued. It is Daniel Updike's "Printing Types: Their History, Forms, and Use" (Harvard University Press, Cambridge, 2 vol., \$12.50). Updike covers everything from the Latin alphabet on. He discusses the invention of printing, how types are made, type through the centuries, and type in various countries. The first volume runs 292 pages including notes.

The 2nd volume of 326 pages discusses type in other countries, type-families, and the revival of many type faces in England and America.

This book is fascinating reading. Naturally it is a beautiful job of printing.

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Have you ever crossed this bridge?

YOU almost certainly have crossed the Ambassador bridge if you live in Detroit, or have visited there. And you know the most remarkable thing about the Ambassador bridge is the service it gives to thousands of people daily, getting them where they need to go a shorter way in a shorter time.

An engineer could give you some spectacular facts about its size—its length, its height, its weight, the number of strands that make up its cables.

And you—without an expert's knowledge—could tell him that the bridge could actually take shape only through the initiative and imagination and effort of the thousands of workers who designed and built it. And that its dimensions were dictated by the needs of the people who use it.

In some ways, a big company is like a great bridge.

Take the Standard Oil Company, for instance . . .

It has 49,700 employees.

Its total expenditure for employee wages and benefits last year amounted to \$255,880,000.

It is owned by 116,800 stockholders.

Its wells last year produced 94,990,000 net barrels of crude oil and natural gas liquids.

It refined 187,600,000 barrels of crude oil, making some 2,000 different products.

Its sales last year amounted to \$1,499,000,000, and its tax bill was \$130,435,000.

In addition, it buys goods and services from thousands of business concerns each year.

It provides the products which are the source of income for many thousands of other independent businesses.

We could cite a lot of other figures that measure the size and structure of Standard Oil and its subsidiary companies—much like the technical statistics that describe a suspension bridge.

And the most impressive thing these figures would show is that Standard Oil is a big company, but like the great bridge, it is as big as it is in order to serve the needs of its customers. It has to be big in order to serve so many customers well.

Standard Oil Company (INDIANA)



A BIG COMPANY depends upon the many, many people who work for it. Each of the 49,700 employees of Standard Oil, like L. L. Noel of our Neodesha, Kansas, refinery, are backed by an average investment of \$31,400 in tools and equipment. This is largely made possible by the fact that in recent years two-thirds of our profits have been plowed back into the business. Such backing helps our employees to earn good wages and enjoy the security of steady work.



A BIG COMPANY is owned by many, many people. Among Standard Oil's 116,800 stockholder-owners is Miss Lottie Klandrud, La Crosse, Wisconsin, business woman who has owned Standard Oil stock for more than twenty years. No one individual owns so much as 1% of our stock. No one of the institutional owners—including many educational institutions and charitable organizations—owns so much as 4%. Standard Oil has paid dividends for 59 consecutive years.



A BIG COMPANY must continue to satisfy its many, many customers. Standard Oil has millions of customers like Mrs. Ruth B. Taylor of Kansas City, Kansas, who is a regular customer of George Isaacs, one of the thousands of Standard Oil dealers. Through the friendly and efficient service of independent businessmen like him, we supply our customers' needs with products—priced surprisingly low—that they can rely on for highest quality today, and tomorrow.

"Well, I'll be darned"

Francis (Red) Grandy, STARS & STRIPES photographer, is the proud possessor of a personally autographed picture of General Ike, entitled "I'll be darned." What makes Red feel mighty chipper is that he shot it himself at the precise moment when Eisenhower was informed of MacArthur's dismissal. And what makes Red really tingle all over is the fact that the picture netted him a \$200 first prize in EDITOR & PUBLISHER's News Photo Contest.

If you were a regular subscriber to E & P, you could have gotten the complete story on the contest—seen the prize-winning pictures, and learned who else won. E & P is right in the thick of things newspaper-wise, reporting on all sorts of events and happenings.

That's why so many newspapermen and advertisers have the old gimlet eye out for the postman each week—they don't want to miss a minute's worth of reading or let their precious copy fall into other hands.

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